SUBJECT: INDUSTRIAL DEVELOPMENT
POLICY NO.: 900-04
EFFECTIVE DATE: February 15, 1978

BACKGROUND:

The City has been actively involved in industrial park development since the middle 1950's and a number of properties in City ownership have been developed for scientific research or industrial uses during this period. Examples include the Torrey Pines development and the research and industrial parks on Kearny Mesa. The City Subdivided and improved these properties with monies provided by the Capital Improvement Program and in certain situations, Federal grants were also used. In a number of instances parcels were sold to companies at a cost below the market value in consideration of the employment opportunities provided thereby.

In the period 1966 through 1976, the Economic Development Corporation (EDC) provided the marketing arm for City-owned industrial real estate. During this period, EDC had an exclusive option on the City's property under which the EDC could sell the property and deposit one-half of the proceeds in the Capital Outlay Fund and one-half into the Land Trust Fund. The latter fund was used for acquisition and improvement of additional industrial and research properties.

In 1977, the Marketing Plan for Accelerated Industrial Development, usually referred to as "Operation Bootstrap" was completed. This study presented a comprehensive plan for facilitating industrial development in the San Diego Region. Based upon the results of this study, EDC was reorganized to provide a broader representation, expanded goals, and an increased level of funding.

PURPOSE:

To clarify the City's role in industrial development in concert with activities of EDC, and establish a policy to set guidelines for the commitment of City resources consisting of land, funding, and personnel.

POLICY:

In general, it shall be the City's role to support the private sector in its endeavor to attract, locate, and expand manufacturing firms which will provide additional employment opportunities. The City's role shall generally be limited to those functions and services which cannot be provided as effectively by the private sector. Among these functions are:

    1.   Provision for Industrial Development. Assist the private sector in the development of industrial properties by:

        a.   Preparation and processing of community or general plan amendments to provide adequate industrial areas for the near and long term needs of the community.

CP-900-04

        b.   Assist or take the leadership in development of necessary support facilities for industrial development consisting of utilities and roads (e.g., creation of 1911 and 1913 assessment districts).

        c.   Assist in expediting the various permit processes that may be entailed in final development of industrial sites including zoning, subdivision, public improvements and building permits.

2.   Redevelopment. The City of Redevelopment Agency to actively engage in recycling of appropriate older blighted areas to provide new industrial or manufacturing opportunities. The recycling of these areas may require property acquisition, renovation, relocation, clearances, and resubdivision.

3.   Land Banking. City can assist in the expansion of employment opportunities by developing and maintaining an inventory of parcels exclusively for those firms which offer the potential of high employment levels or other economic advantages.

4.   Coordination of Industrial Development. The City will work with other governmental agencies and the private sector for the planning, financing, and implementation of industrial development.

5.   Marketing Program. The City will financially support a program to promote the San Diego Region by the Economic Development Corporation and/or other appropriate entities.

6.   Waiver. City staff may recommend a waiver of this policy for Council consideration if a public purpose will be achieved by such waiver.

HISTORY:

Adopted by Resolution R-220304 02/15/1978

CP-900-04